PROGRAMMING IDEAS

Off the Beaten Path Summer 2022
OUTREACH & INCLUSION
Outreach Basics

- Print (flyers, bookmarks, posters, ads, lawn signs, movie marquee)
- Email (newsletters, email blasts, start and end date reminders)
- Partners (businesses, community organizations, city departments, schools, nature and environmental organizations)
- Social media (hashtags, videos, promos)
- Word of mouth
Outreach 2.0: Targeted Outreach

- Not a one-size fits all approach.
- Outreach is a process and not a one-time project.
- Outreach demands sensitivity to and eagerness to learn about other cultures.
- Not all cultures communicate the same way.
Targeted Outreach cont’d

- Demographics
- Get to know your community and its assets
- Set outreach and engagement goals
- Who are you trying to reach? Who hasn’t been using your programs?
Targeted Outreach cont’d

Now is a great time to review your summer planning strategy and programs.

- Is there anything about your summer program that creates barriers to participation?
- If so, what could you do differently?
Multi Language Support for Programs and Services
Your Library Out in the Community
No internet? Can’t get to the library? We’ll come to you!

- Activity packets to-go
- Send SRP packets when schools distribute their summer packets
- Storytimes at farmers markets, park spaces, rec centers, etc.
- Partner with local summer meal programs and food banks to provide pop up library programs at summer meal programs and distribution events
- Post weekly summer challenges on the library door or on local storefronts
- Distribute printed gameboards/logs at community events and community hubs.
- When promoting virtual programs, provide a list of available wi-fi hotspots in the community
- Offer a variety of ways to participate in summer programs – engaging in activities and experiences in addition to reading and writing.
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